Mich., for the pass ten days has been a an almost endless army of automobile om all parts of the country to visit the se Cadiliac Motor Car Company and see lyes the first of the 16,000 20 horse-power

Mars Cassidy, the well known race starter, has purchased a Mitchell runabout from C. P. Skinner of the Mitchell Motor Company of New York. Two large Mitchell touring cars are now being used fally between Mojava and Long Pine, Cal. The wo cars make a run of 130 miles over sandy roads and mountains with a promptness and on a chedule gover equalled with the horses and old tagecoaches. The proprietors of the stage line for planning to put several additional Mitchells in the run.

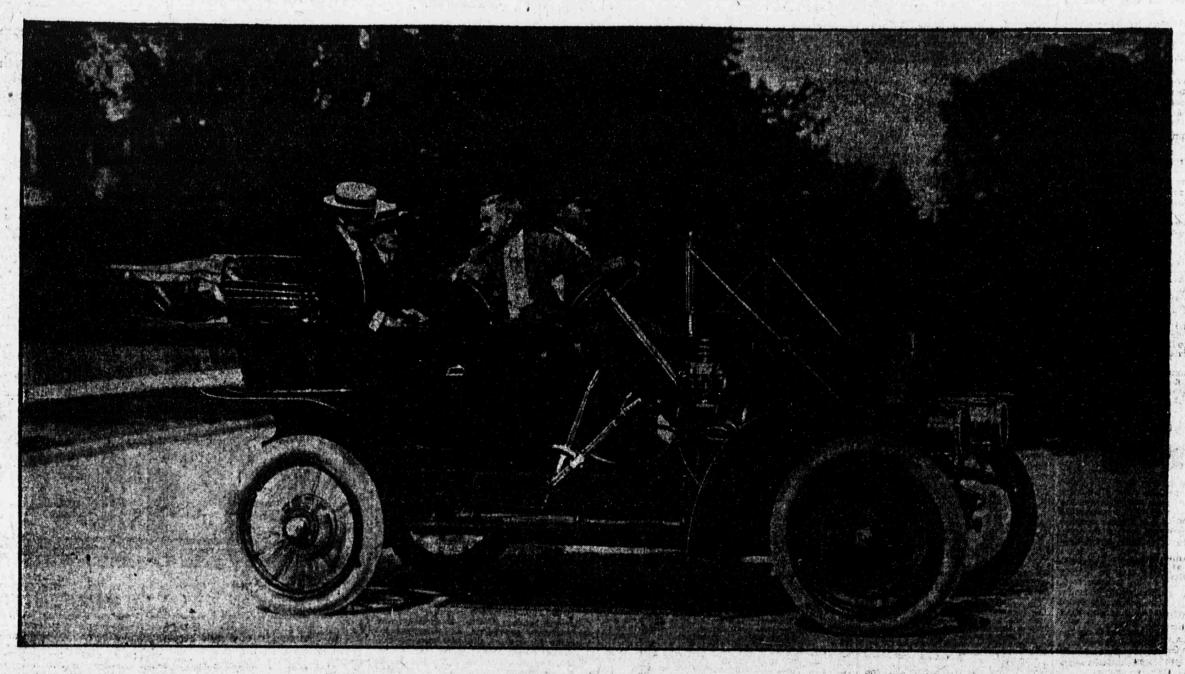
RACE WEEK FOR MOTOR BOATS

Harbor Next Week.

Events Scheduled for Huntingte

lotor Boat Club of America has ar

Here's the Car that Has Shaken the Automobile World from Center



to Circumference

This is the New 30 H. P.



Photograph \$1,400.00

Little more than a month has elapsed since we promised you a car which would annihilate all previous precedents, and compel a complete readjustment of automobile values.

What then seemed the daring dream of the designer and the draughtsman -and what actually was the long-cherished ambition of a colossal plant, slowly taking concrete shape—has now become a magnificent and impressive Fact.

of the few cars which finished in the perfect score division of this year's Glidden tour, the Oldsmobile's performance stands out with especial significance. In striking contrast to the general 1.700 mile grind. The big damily of Oldsmobilists around New York have shown that they were keenly alive to their champton's performance, for ever since Gen. John T. Outting returned from Westport, N. Ty the town of his nativity, where went to the dedication ceremonies of the John Tyler Cutting Memorial Hall, given in memory of his mother, congratulations have been pouring in. In view of the fact that the Oldsmobile people have placed the han on track racing as far as they are concerned, the Glidden performance stands out as convincing proof of the wisdom of their course. The first of the ten thousand high powered solid steel Cadillac cars which are to establish an entirely new price standard in America, has been running on the streets and roads of Detroit and vicinity for more than thirty days.

Before we proceed to descriptive details, let us stop for a moment and impress upon your mind one vitally important point:

This wonderful car, which says to every higher priced automobile in America, "You must prove that you are better than I am, or you cannot command one cent more than \$1,400,"-tho' it has been running but thirty days has been in preparation for five years, awaiting the time when this plant could be brought to the point of capacity and perfection which would make it possible at such a price.

In other words there is not one ounce of uncertainty or experience in this marvelous car at \$1,400, because it derives its being from twenty thousand other Cadillac cars which have preceded it. It springs immediately into fullfledged competition with the best other cars at twice and thrice the price, because it is the outcome and evolution of a factory equipment, and a factory experience that has cost millions in the making.

With this thought in mind, turn now, and look at the picture of the 30horsepower four cylinder Cadillac which you are to buy at \$1,400.

The Motor Boat Club of America has averanged for a week's racing for motor boats and these races will be held on Huntington Harbor in front of the Château des Beaux-Arts beginning to-morrow. They are open to members of regularly organised yacht clubs and motor boat clubs. The events are; Monday, August 2, visitors' race; races for unclassified boats; Tuesday, August 4, mile speed trials, free for all race; Wednesday, Thursday and Friday, August 5, 6 and 7, series races for all classes; Saturday, August 8, long distance races.

The visitors' race will be open to all boats for the visitors' race will be open to all boats for the visitors' race will be open to all boats for the visitors' race will be open to all boats for the visitors' race will be open to all boats for the visitors' race will be open to all boats for the visitors' race will be open to the British (ernational cup or in the preliminary trials, decourse will be the Huntington cup. There will be a second prize if four start, and third is even start. The unclassified boats are loss whose owners will agree to make a race for mile speed trials will be made along a range of one nautical mile on the easterly shore of Huntington Bay.

The free for all race will be open to motor boats of all sizes and ratings. All boats will race as one class without time allowance. The series races of Wednesday, Thursday and Friday are open to all regular classes, and a series will be arranged for each class, will race as one class without time allowance. The series races of wednesday, Thursday and Friday are open to all regular classes, and a series will be arranged for each class, will race as one class without time allowance. The series races of wednesday is start on the first day. The classes are ready to start on the first day. The classes are ready to start on the first day. The classes are ready for the series races be in the hands of the regatta committee prior to the start on the first day.

For the series races aceries prize is effered, for the winer of the great With all the good will in the world toward the Cadillac Company; with full faith in our ability to make good the sensational promise of a month ago: with your hopes and expectations pushed up to the highest notch-did you ever dream for a moment that we could produce such a superb car as even the picture shows, to sell for \$1,400?

You couldn't have expected it, for two reasons: First. Because no plant in the world with a lesser equipment than ours, and especially no plant which assembles its parts instead of manufacturing them could have possibly produced it; and

Secondly. Because in our most enthusiastic moments we did not dare hope, ourselves, that we could attain such a magnificent measure of value.

The picture was made direct from a photograph.

Now try and conceive a car almost as silent as the photograph itself-a car vibrant with pent-up power under finger-tip control; a car that will glide noiselessly up alongside the aristocracy of motordom and lack nothing that the latter possesses except a higher price-and you will have formed a fair mental picture of the revelation that awaits you.

Dismiss from your mind the idea that you have ever seen a low priced car which was in the same class as this \$1,400 four cylinder 30 horsepower Cadillac.

Where you have seen little cars at a low price, you will now see a big car at a low price.

Where you have hitherto seen spidery outlines and band-box proportions you will now see size and strength and dignity.

Where you have seen indifferent material skimped and saved to make possible a low price, you will now see a car built of the finest steels money can buy, used in full and generous measure—and the same painstaking conscientious system of construction, down to the last nut and bolt, that has been typical of the Cadillac plant from the first year of its history.

Where you have seen cars whose vital parts were bought "ready-made"-ill-fitting, loose and out of gauge-from half a dozen factories, and then "assembled" for a brief and inglorious career—you will now see a car whose low price is made possible only by the fact that it is manufactured in every item of its make-up under one roof which covers the most scientific automobile equipment in the world.

The mere announcement of our plans a month or so ago let loose an avalanche of inquiries. It shook the industry from centre to circumference.

Then came the inevitable prediction that our ideas were too colossal—that we could not carry them out.

Well, the car is here—and almost one-third of the output has already been sold.

Deliveries are being contracted for absolute shipment in October. Every big city in the country, and scores of smaller ones, will see the car during that month.

Meanwhile hundreds of visitors and dealers have ridden in the car; seen it perform under every possible condition—and without a single dissenting voice they have declared in effect that they have seen no car at double the price the equal of the four cylinder 30-horsepower five passenger Cadillac at \$1,400.00.

Your dealer has placed an order. You would be wise to place a reservation

Cadillac Motor Car Company,

Detroit, Michigan

JOS. D. ROURK, 1001 Bedford Ave.

Bridgeport, Cona.

Stamford, Conn.

Brooklyn

Jersey City, N. J CRESCENT AUTO CO., 2505 Boulevard.

Newark, N. J. MOTOR CAR CO. of N. J., 201 Halory St.

BRIDGEPORT AUTO CO., 385 Fairfield Ave.

MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS.